



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

AgM

Advertiser Poliss/American Crossroads (13324)
Agency/T-Code Crossroads Media (1218)/055317791
Buyer SANTUOSO, MICHELLE
Salesperson Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Product Political - Issue (1068)
Brand AMERICAN CROSSROADS (109861)
Acct Types National/Political
Est/Headline 1257/06386454
Demo
Revision
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

Invoice	652877
Inv Date	11/25/2012
Terms	Net 30
Contract	337933
Bill Type	Standard
Period	10/29/2012 - 11/25/2012

CO-OP/Order Type	No/Normal
Package	
Gen. Date	11/27/2012 1:42:58PM

OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
15.0	Spot	1:00:00PM- 3:00:00PM	Day,M-1	10/29/12 2:24PM (Mo)	00:30		USPRTV24ACH	\$1400.00	
16.0	Spot	10:00:00AM-11:00:00AM	Day,M-1	10/29/12 10:29AM (Mo)	00:30		USPRTV25ACH	\$1200.00	
17.0	Spot	11:00:00PM-11:35:00PM	Day,M-1	10/29/12 11:29PM (Mo)	00:30		USPRTV25ACH	\$3000.00	
19.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1	10/29/12 3:47PM (Mo)	00:30		USPRTV25ACH	\$1250.00	
20.0	Spot	4:00:00PM- 5:00:00PM	Day,M-1	10/29/12 4:27PM (Mo)	00:30		USPRTV25ACH	\$1600.00	
21.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1	10/29/12 5:54AM (Mo)	00:30		USPRTV25ACH	\$1750.00	
22.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1	10/29/12 5:30PM (Mo)	00:30		USPRTV25ACH	\$3750.00	
23.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1	10/29/12 6:28AM (Mo)	00:30		USPRTV25ACH	\$3000.00	
24.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1	10/29/12 7:06PM (Mo)	00:30		USPRTV25ACH	\$8000.00	
25.0	Spot	7:00:00AM- 9:00:00AM	Day,M-1	10/29/12 7:42AM (Mo)	00:30		USPRTV25ACH	\$3500.00	
26.0	Spot	8:00:00PM-10:00:00PM	Day,M-1	10/29/12 8:00PM (Mo)	00:30		USPRTV25ACH	\$25000.00	
52.0	Spot	1:00:00PM- 3:00:00PM	Day,Tu-1	10/30/12 2:25PM (Tu)	00:30		USPRTV25ACH	\$1400.00	
53.0	Spot	10:00:00AM-11:00:00AM	Day,Tu-1	10/30/12 10:10AM (Tu)	00:30		USPRTV25ACH	\$1200.00	
54.0	Spot	11:00:00PM-11:35:00PM	Day,Tu-1	10/30/12 11:21PM (Tu)	00:30		USPRTV25ACH	\$3000.00	
55.0	Spot	12:00:00PM- 1:00:00PM	Day,Tu-1	10/30/12 12:56PM (Tu)	00:30		USPRTV25ACH	\$2100.00	
56.0	Spot	3:00:00PM- 4:00:00PM	Day,Tu-1	10/30/12 3:40PM (Tu)	00:30		USPRTV25ACH	\$1250.00	
57.0	Spot	4:00:00PM- 5:00:00PM	Day,Tu-1	10/30/12 4:27PM (Tu)	00:30		USPRTV25ACH	\$1600.00	
58.0	Spot	5:00:00AM- 5:30:00AM	Day,Tu-1	10/30/12 5:14AM (Tu)	00:30		USPRTV25ACH	\$1200.00	
59.0	Spot	5:00:00PM- 5:30:00PM	Day,Tu-1	10/30/12 5:12PM (Tu)	00:30		USPRTV25ACH	\$3750.00	
60.0	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1	10/30/12 5:29PM (Tu)	00:30		USPRTV25ACH	\$3750.00	
61.0	Spot	6:00:00PM- 6:30:00PM	Day,Tu-1	10/30/12 6:00PM (Tu)	00:30		USPRTV25ACH	\$5500.00	
62.0	Spot	6:00:00AM- 7:00:00AM	Day,Tu-1	10/30/12 6:27AM (Tu)	00:30		USPRTV25ACH	\$3000.00	
63.0	Spot	7:00:00AM- 9:00:00AM	Day,Tu-1	10/30/12 7:59AM (Tu)	00:30		USPRTV25ACH	\$3500.00	
64.0	Spot	7:30:00PM- 8:00:00PM	Day,Tu-1	10/30/12 7:39PM (Tu)	00:30		USPRTV25ACH	\$8000.00	
65.0	Spot	9:00:00AM-10:00:00AM	Day,Tu-1	10/30/12 9:15AM (Tu)	00:30		USPRTV24ACH	\$1200.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$93,900.00
Commission	(\$14,085.00)
Net Total	\$79,815.00

Total Spots

25

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

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